

Graffiti Action Plan 2014 - 2016

Adopted Council Meeting 4/14 - 11 March 2014



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Introduction

The City of Ryde adopted a Graffiti Management Strategy in 2010 with the following objectives:

- To remove graffiti as quickly as practicable;
- To reduce the incidence and visibility of graffiti;
- To work with Police, the community and government agencies in identifying graffiti offenders and in dealing with them via legal and remedial means;
 - To improve community perceptions of safety in the City of Ryde; and
 - To engage community support and participation in graffiti removal and prevention.

The Graffiti Management Strategy identified four key strategy areas:

- Removal
- Prevention
- Reporting
- Redirection

This Action Plan focuses on initiatives to support the strategy areas of Prevention, Reporting and Redirection, in particular the following key strategy identified under the area of Prevention:

The provision of community education programs which seek to educate participants in effective tools to deter graffiti vandalism, including:

- *An education campaign for local businesses and retailers encouraging areas to be maintained, graffiti reported and removed efficiently and vegetation is introduced where possible to reduce access to graffiti prone walls and buildings.*
- *Residents near hotspots on how to report graffiti effectively and ways they can work with Council to improve the situation.*
- *Co-operate with the Crime Prevention Officers, Youth Liaison Officer and School Liaison Officers at NSW Police to implement graffiti information workshops in schools, clearly outlining the consequences of making poor decisions.*

Prevention

Target Strategy

An education campaign for local businesses and retailers encouraging areas to be maintained, graffiti reported and removed efficiently and vegetation is introduced where possible to reduce access to graffiti prone walls and buildings.

Project

Develop a Business Graffiti Buster Kit providing information on reporting, removal, prevention and resources for distribution to businesses in graffiti prone areas.

Objective

To reduce instances of recurring graffiti vandalism in town centres and suburban shopping precincts by increasing prompt reporting by local businesses to enable rapid removal.

Stakeholders

City of Ryde, Rotary Club of Ryde, local Chambers of Commerce, local businesses.

Performance Measures

- New instances of graffiti reported within 24 hours.
- Review of Australian Graffiti Register (AusGR) data before and after trial.
- Feedback from businesses and groups involved indicating improvement of area amenity.

Action	Due	Owner	Milestones
Identify target areas for campaign rollout based on data from Australian Graffiti Register, information from police, and consultation with business owners and business groups throughout LGA.	Oct 2014	RCS	- Consultation completed - Target areas identified
Develop resources for Business Graffiti Buster Kit and distribute to target areas.	Dec 2014	RCS	- Resource kit distributed
Evaluate potential for renewal of Rotary Graffiti Free Zone program	Dec 2015	RCS	- Evaluation completed and decision made

RCS – Community Project Officer, Road & Community Safety

Target Strategy

Residents near hotspots on how to report graffiti effectively and ways they can work with Council to improve the situation (eg using darker coloured paint, increase lighting etc).

Project

Deliver a 6-month trial program to establish and support a resident task group that monitors key a graffiti hotspot in order to enable prompt reporting of new instances of graffiti, rapid removal and the improvement of the area.

Objective

To reduce instances of graffiti vandalism in hotspot areas, increase reporting of graffiti, improve amenity and build a stronger sense of place and community network.

Stakeholders

City of Ryde, Neighbourhood Watch, local resident groups, local residents.

Performance Measures

- New instances of graffiti reported within 24 hours.
- Review of AusGR data before and after trial.
- Feedback from residents and groups involved.
- Viability of program for LGA wide rollout.

Action	Due	Owner	Milestones
Identify target areas based on evaluation of data from Australian Graffiti Register and advice from police.	Oct 2014	RCS	- Analysis completed
Undertake community consultation to create baseline data for evaluation process and to identify most suitable area to conduct trial.	Dec 2014	CCE/RCS	- Community consultation completed.
Implement 6 month trial project	Jun 2015	RCS	- Project plan completed - Resident resource developed - Trial completed - Post-trial evaluation completed

RCS – Community Project Officer, Road & Community Safety

CCE – Coordinator Community Engagement

Target Strategy

Co-operate with Crime Prevention Officers, Youth Liaison Officers and School Liaison Officers at NSW Police to implement graffiti information workshops in schools, clearly outlining the consequences of poor decisions.

Project

Develop a program for local schools that incorporates education, involvement in graffiti clean up and a creative activity.

Objective

To increase understanding of the consequences of graffiti vandalism and divert potential offenders to other creative and active outlets..

Stakeholders

City of Ryde, Ryde Local Area Command (LAC), local schools.

Performance Measures

- New instances of graffiti reported within 24 hours.
- Review of AusGR data before and after trial.
- Feedback from residents and groups involved.
- Viability of program for LGA wide rollout.

Action	Due	Owner	Milestones
Undertake consultation with Ryde LAC, school principals, NSW Department of Education & Communities,	Apr 2015	RCS	- Consultation completed
Develop program based on outcomes of consultation.	Jun 2015	RCS	- Program plan completed.
Trial delivery of program to nominated school.	Nov 2015	RCS/LAC	- Program delivered - Post-trial evaluation completed

RCS – Community Project Officer, Road & Community Safety

LAC – Ryde Local Area Command

Redirection

Target Strategy

Council will engage with young people to redirect them to positive activities as part of the Council's youth, arts and culture activities and through the libraries.

Project

Develop programs that engage young people in structured urban art projects and involve them in maintaining a graffiti free zone in the area surrounding the new Youth Hub.

Objective

To provide creative and active outlets for young people to develop pride in their work and ownership of place. To raise awareness in the wider community of the positive application of urban art in the local area.

Stakeholders

City of Ryde, Youth Hub Tenant Committee, Ryde Youth Committee, Ryde Local Area Command (LAC), local youth.

Performance Measures

- Review of AusGR data for area surrounding Youth Hub before and after program implementation.
- Feedback from stakeholders involved.

Action	Due	Owner	Milestones
Undertake consultation with broad cross section of local youth to establish baseline data on attitudes and involvement in graffiti, urban art and place making.	Dec 2014	CCE/RCS/YPL	- Consultation completed
Develop anti-graffiti watch program for area surrounding Youth Hub.	Mar 2015	YPL	- Program created - Report completed
Develop urban art program for Youth Hub.	May 2015	YPL	- Program plan completed - Works displayed
Evaluate potential for developing a commissioned/supervised street art program within the City of Ryde	Dec 2015	YPL	- Evaluation completed

RCS – Community Project Officer, Road & Community Safety
YPL – Community Project Officer, Young People and Leisure
CCE – Coordinator Community Engagement

Reporting

Target Strategy

Council recognises the importance of developing and maintaining community partnerships to assist in the effort to reduce graffiti. This particularly applies to the reporting of graffiti, the removal of graffiti and the identification of potential graffiti reduction strategies.

Project

Develop a communications plan to provide a continuing flow of information to the community reporting, actions, successes and events.

Objective

To increase levels of reporting of graffiti by the entire community, to directly engage community in graffiti prevention and removal programs, and to improve community perception of safety and wellbeing in the City of Ryde.

Stakeholders

City of Ryde, Ryde LAC

Performance Measures

- Comparison of community perception and feedback from initial and final consultation.

Action	Due	Owner	Milestones
Establish preferred reporting method/s and information sharing protocol in consultation with Council staff and Ryde LAC.	Sep 2014	RCS/LAC	- Reporting plan established
Develop communications plan	Dec 2014	SMC/RCS	- Communications plan completed

RCS – Community Project Officer, Road & Community Safety

SMC – Section Manager Communications

LAC – Ryde Local Area Command

Evaluation and Monitoring

Delivery of the Action Plan will be monitored via the milestones noted for each action.

Projects will be evaluated by the performance measures listed under each target strategy.

Action	Due	Owner	Milestones
Review existing Graffiti Management Strategy	Feb 2016	RCS/SMPD	- Review completed
Review Graffiti Action Plan 2014-2016	Feb 2016	RCS	- Final report completed
Develop Graffiti Management Plan 2017-2020	May 2016	RCS	- Draft plan completed

RCS – Community Project Officer, Road & Community Safety

SMPD – Section Manager – Public Domain